

- 1) **Assignment.** Define your assignment. What do you intend to do?
- 2) **Target Audience.** Describe desired target audience as narrowly and clearly as possible. Identify primary (people to whom messages are targeted) and secondary (gatekeepers -- someone with a stake in your project or who must approve of your project) audiences. Include standard demographic information as well as health status/risk and other factors that may affect or relate to the behavior targeted.
- 3) **Problem to be Addressed.** What is the problem to be addressed with your materials/media intervention?
- 4) **Desired Results.** What specific attitude, belief, or behavior change are you seeking? What do you want the viewer/listener of your media to do? (*Tip:* if the answer is something like "have information" or "be informed," you will also want to answer the questions: what do you want them to do with or about the information? Why do you want them to be informed?)

- 5) **Key Communication Idea.** This is a simple, one-sentence strategy statement. This should define what you want target audience members to do and why. For example: "*You should behavior, belief, attitude because (benefit).*"
- 6) **List Reasons Why Your Communication Idea is True.** For example, "you will feel better (benefit) if you call a Hotline (behavior) because we give you accurate information and referrals (supportive feature)."
- 7) **List Campaign Risks.** What are the potential, negative consequences of the campaign to which you should pay attention? For example, "people with the infection may feel attacked" or "campaign could generate negative backlash among parents."
- 8) **Possible Media Vehicles.** What media (e.g., brochure, poster, magnet, phone card, radio spot, busboard, cabtop ads, and so on) are the best ways to deliver your message? Try to think creatively about this.

Approved by _____ on _____

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